

# **CITY OF NEWPORT BEACH**



## **REQUEST FOR INFORMATION**

### **Newport Harbor Waterbus Service**

#### **Public Works**

#### **Harbor Resources Division**

**RFI Due Date:**

October 17, 2014

**RFI Administrator:**

Chris Miller, Harbor Manager  
T: 949-644-3043 F: 949-723-0589  
cmiller@newportbeachca.gov

**REQUEST FOR INFORMATION  
FOR Newport Harbor Waterbus Service  
CITY OF NEWPORT BEACH  
PUBLIC WORKS DEPARTMENT  
HARBOR RESOURCES DIVISION**

**I. INTRODUCTION**

**1.1 OBJECTIVE**

The City of Newport Beach is seeking to test the feasibility and costs of establishing waterbus service in Newport Harbor and to obtain information about feasible start up models and potential costs to the City. While waterbuses are successful in other locations, each location presents a unique set of circumstances. The purpose of this Request for Information (RFI) is to access private sector expertise in establishing waterbus operations to inform the decision-making process for the City of Newport Beach. The City's potential goal is to solicit proposals for a future waterbus service contractor via a formal Request for Proposals (RFP) process. However, please be reminded that this is merely a Request for Information and subsequently, no purchase or contract shall directly result from this solicitation.

**1.2 PROJECT SCHEDULE**

Information obtained from this RFI process will be utilized in developing a formal RFP solicitation if authorized by the City Council. The City will solicit any and all firms involved in the RFI process for proposals during the RFP process. The RFP solicitation shall also be published on the City website for public viewing. The following is a tentative schedule of this entire RFI process.

- RFI Published: September 26, 2014
- RFI Responses Due: October 17, 2014

**1.3 RFI QUESTIONS**

As it is the intention of this RFI to establish interaction with waterbus providers, the City anticipates there may be questions about this solicitation for information. Please forward all questions to Chris Miller, Harbor Manager at [cmiller@newportbeachca.gov](mailto:cmiller@newportbeachca.gov), or (949) 644-3043. The City will maintain a list of questions and responses that will be available to any prospective responder to this RFI on request from the same contact listed in this section.

**1.4 SUBMITTAL INSTRUCTIONS**

Responses are due by 11:00 a.m. on October 17, 2014 in electronic format via email to the email address of the RFP Administrator indicated below. In the event firms either

cannot submit responses electronically, responses may be faxed (number provided below). **Please mark all submittals “RFI No. 14-3 – Newport Harbor Waterbus Service”.**

- E-mail Responses To: [cmiller@newportbeachca.gov](mailto:cmiller@newportbeachca.gov)
- Fax Responses To: 949-723-0589

## **1.5 RESPONSE**

This is an informal solicitation for information and as such, there will be no specific format that responses shall follow. At a minimum, a response should include a brief cover letter introducing your firm, a brief overview of your firm’s experience in the provision of waterbus service, then a narrative that provides the requested information to the City.

## **1.6 TERMS AND CONDITIONS**

- **1.6.1 Availability of Records:** All relevant documents pertaining to this RFI and procurement process shall be made available by the Purchasing Office upon successful conclusion of the entire procurement process.
- **1.6.2 Specificity of Information:** No verbal or written information which is obtained other than through this RFI shall be binding on the City. No employee of the City is authorized to interpret any portion of this RFI or give information as to the requirements of the RFI in addition to that contained in or amended to this written RFI document.
- **1.6.3 Obligation to Award:** The City of Newport Beach is not obligated to carry forth with an RFP process on the basis of any proposal submitted in response to this RFI. City is also under no obligation to deal exclusively with any firm that participates in the RFI process should an RFP process result.
- **1.6.4 Bidder Reimbursement Prohibition:** The City will not pay for any information herein requested, nor are they liable for any costs incurred by any vendors prior to award of a contract or purchase order.

## **II. BACKGROUND<sup>1</sup>**

### **2.1 CONCEPTUAL FEASIBILITY ANALYSIS (2009)**

The City of Newport Beach has incorporated the concept of a waterbus system for Newport Harbor in several key policy decisions and documents, including its General Plan and Local Coastal Program Land Use Plan, and in the strategic plans of the City’s Economic Development Committee and Harbor Commission. The waterbus concept would supplement city land transportation street networks and the existing cross-harbor ferry service (Balboa Island Ferry, Inc. auto/passenger ferry) with additional on-water

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<sup>1</sup> Additional documentation is available here: <http://www.newportbeachca.gov/index.aspx?page=2340>

access serving Newport Harbor and its adjacent visitor-serving and recreation areas. The intent is to provide this supplemental on-water service during peak summer visitor traffic and usage levels when the existing land transportation network is extremely congested.

A May 2009 City Council Resolution called for the formation of a Water Taxi Exploratory Committee of interested individuals from the Economic Development Committee, the Harbor Commission, and local maritime and tourism industry to advise and make recommendations to the City Council on policies, projects, and programs to accomplish the Committee's objectives:

- Determine the extent of need and the potential expansion of interest in and use of a Newport Harbor waterbus system over time, based on experience of other systems' evolutions;
- Determine existing in-kind City resources and facilities available for a Newport Harbor system;
- Examine other relevant water taxi systems and their specific applicability to Newport Harbor;
- Explore the availability of potential grants and subsidies for a Newport Harbor waterbus system.

The remainder of Section 2.1 is a summary of the feasibility analysis that was completed in 2009. It should be noted that concepts and cost ideas provided in the summary may not represent the most current thinking of the City and should not be presumed to represent current City assumptions about a possible waterbus operation.

### *Market Demand and Peer Systems*

The Conceptual Feasibility Analysis was conducted in 2009, including an investigation into the potential market for such a system. A common method of estimating market demand for a waterbus service/system is to analyze the history and performance of one or more existing water taxi systems in similar areas which have markets that are considered generally comparable to a proposed system. Five Southern California water taxi systems and one Florida water taxi system were selected for review from over a dozen systems initially considered: Santa Barbara Harbor Water Taxi, Channel Islands Harbor Water Taxi, Marina Del Rey WaterBus, Long Beach AquaBus & AquaLink, San Diego Water Taxi, and the Fort Lauderdale Water Taxi.

In the Conceptual Feasibility Analysis, the operating history of the Marina Del Rey WaterBus (Figure 1 and 2) service and system has been utilized as a regional market example comparable to a conceptual system which might serve Newport Beach. The Fort Lauderdale Water Taxi System was also identified as a comparable system example (Figure 3).

Based upon comparability with the Marina Del Rey example, a generalized market demand estimate of initial and evolving ridership levels has been used for a conceptual Newport Beach Water Taxi system (15-16 week summer operation only)<sup>2</sup>:

- Initial Operating Season estimated range of 8,000 to 10,000 riders
- Second Operating Season estimated range of 15,000 to 20,000 riders
- Third Operating Season estimated range of 25,000+ riders

## Fares

In the 2009 Conceptual Feasibility Analysis, fares for seven Southern California water taxi systems analyzed varied from the \$1 for a one-way daytime adult fare on the Marina Del Rey Waterbus, Long Beach Aquabus, and the Balboa Island Ferry to \$7 for the San Diego Water Taxi, for a fare average of \$3.63. (Balboa Island Ferry has higher rates for vehicles +\$2 + \$1/passenger, bicycles \$1.50). The Fort Lauderdale Water Taxi system charged \$5 for a one-way adult ticket, \$15 for an all-day ticket and \$80/mo for a commuter ticket book. They also raise their daily rate to \$7 per adult after 7 p.m.

## Subsidies

Of the eight water taxi systems analyzed, five (Channel Islands, Marina Del Rey, Long Beach, San Diego Bay, and Ft. Lauderdale) operated in 2009 with some level of subsidy. Three systems used various types of public transportation funding to partially or largely subsidize fares, except for Channel Islands and San Diego Harbor, which used private subsidies derived from their respective harbor lessees' associations. The Marina Del Rey WaterBus vessels were also subsidized by a one-time start-up subsidy.

Three water taxi systems (Santa Barbara, Catalina Island Shoreboats, and the Balboa Island Ferry) had no subsidy. Santa Barbara system has other revenue sources in addition to fares and the Balboa Island Ferry has a multiple-source rate structure, while the Catalina system has been generally self-supporting on fares alone.

**DRAFT**  
WATER TAXI SYSTEM  
CONCEPTUAL FEASIBILITY ANALYSIS  
NEWPORT BEACH, CALIFORNIA



PREPARED BY  
THE NEWPORT BEACH WATER TAXI  
EXPLORATORY COMMITTEE  
September 2009

<sup>2</sup> One of the purposes of this RFI is to partially validate those market assumptions. Furthermore, it is anticipated that prospective waterbus operators responding to a potential future City RFP would perform their own ridership, rate structure, and revenue projections as part of their pre-proposal due diligence and feasibility-testing efforts.




Figure 1 Marina Del Rey WaterBus Overview

# Marina del Rey Water Bus



[Home](#)
[WaterBus Stops](#)
[Hours of Operation](#)
[Ticket Info](#)
[Contact Us](#)
[Feedback](#)

Connect With Us:




WaterBus is closed until June 2014 - will reopen on June 19 thru September 1, 2014.

## FOR A FUN WEEKEND

Ride the Marina del Rey WaterBus

Park your car and take our WaterBus for a unique water's-eye view of Marina del Rey. Eight boarding stops throughout the Marina offer opportunities to shop, dine, and recreate in one of the most beautiful Southern California residential and tourist areas. Bikes and strollers welcome aboard.



### 2014 WaterBus Schedule

#### JUNE 19 - SEPTEMBER 1

Thursday: 11am - midnight  
Friday: 11am - midnight  
Saturday: 11am - midnight  
Sunday: 11am - 9pm

#### HOLIDAY SCHEDULE

July 4th: 11am - midnight  
Labor Day: 11am - 9pm

### 2014 Concert Schedule

#### SYMPHONIC THURSDAYS

July 10: 7pm - 9pm  
July 24: 7pm - 9pm  
August 7: 7pm - 9pm  
August 21: 7pm - 9pm

#### POP SATURDAYS

July 19: 7pm - 9pm  
August 2: 7pm - 9pm  
August 16: 7pm - 9pm  
August 30: 7pm - 9pm

In some respects, the Marina del Rey Water Bus system provides an operating model around which a similar Newport Beach system might be developed.

- Seasonal @ 4 days per week + special events
- Successful, after several years of testing and tweaking

# Marina del Rey Water Bus



- Pontoon boat
- Coast Guard certified
- Front and side loading
- Accommodates bikes & strollers
- ADA compatible

### WaterBus Boarding Locations

<b>1 FISHERMAN'S VILLAGE</b> 13755 Fiji Way Shopping, restaurants, free weekend daytime concerts	<b>5 DOLPHIN MARINA</b> 13900 Panay Way, Dock Gate, #C-200 Restaurants, attractive residential area with anchorage
<b>2 BURTON CHACE PARK</b> 13650 Mindanao Way Beautiful park with Café, free Thursday and Saturday evening concerts	<b>6 ESPRIT 1</b> 13900 Marquesas Way, Dock Gate, Slip #B-602 1/2 Attractive residential area with anchorage
<b>3 WATERFRONT WALK</b> Fire Station #110 Dock - 4433 Admiralty Way Hotels, restaurants	<b>7 HARBOR AT MARINA BAY</b> 14015 Tahiti Way, Dock Gate, #B-3100 Luxury apartments with new anchorage
<b>4 MARINA "MOTHER'S" BEACH</b> 4101 Admiralty Way Sandy beach, great for picnics and BBQs	<b>8 DEL REY LANDING</b> 13800 Bora Bora Way, Fuel Dock Gate Fuel dock, maritime general store

## A photograph of a 'WaterBus' ferry boat on a body of water. The boat is white with a yellow banner on the side that reads 'WaterBus' and a green banner with a red boat icon. The boat is moving across the water, leaving a wake. In the background, there are buildings and palm trees on the shore.

- Pontoon boat
- Coast Guard certified
- Front and side loading
- Accommodates bikes & strollers
- ADA compatible



## WaterBus Boarding Locations

- 1 **FISHERMAN'S VILLAGE**  
13755 Fiji Way  
Shopping, restaurants, free weekend  
daytime concerts
  - 2 **BURTON CHACE PARK**  
13650 Mindanao Way  
Beautiful park with Café, free  
Thursday and Saturday evening concerts
  - 3 **WATERFRONT WALK**  
Fire Station #110 Dock -  
4433 Admiralty Way  
Hotels, restaurants
  - 4 **MARINA "MOTHER'S" BEACH**  
4101 Admiralty Way  
Sandy beach, great for picnics and BBQs
  - 5 **DOLPHIN MARINA**  
13900 Panay Way, Dock Gate, #C-200  
Restaurants, attractive residential area  
with anchorage
  - 6 **ESPRIT 1**  
13900 Marquesas Way, Dock Gate,  
Slip #8-602 1/2  
Attractive residential area with anchorage
  - 7 **HARBOR AT MARINA BAY**  
14015 Tahiti Way, Dock Gate, #B-3100  
Luxury apartments with new anchorage
  - 8 **DEL REY LANDING**  
13800 Bora Bora Way, Fuel Dock Gate  
Fuel dock, maritime general store



Figure 3 Fort Lauderdale Water Taxi Overview

# Fort Lauderdale Water Taxi



The screenshot shows the Fort Lauderdale Water Taxi website. At the top, there's a navigation bar with links: SCHEDULES & FARES, BUY TICKETS, WATER TAXI INSIDER, and CHARTERS. Below this is a map of Fort Lauderdale and Hollywood, Florida, with various stops marked by colored circles and letters. The map includes labels for 'Fort Lauderdale-Hollywood International Airport', 'Hollywood', and 'Fort Lauderdale'. A text box on the map states: 'Northern Loop Connection Starts at 9' and 'Hollywood Route Starts at 5 A'. Below the map, there are links for 'MAPS & STOPS', 'DIRECTIONS', and 'FAQ'. A promotional banner reads: 'Your ticket allows UNLIMITED BOARDING ALL DAY from any of our stops! Cruise & Save at over 60 restaurants and shops! Show your Water Taxi ticket and receive a DISCOUNT\* on your purchases! \*Scroll down to see discounts indicated in red.' A link 'View Larger, Printable Map (Click Here)' is also present.

- Private company - no subsidy
- Tour component
- 26-60 passengers
- \$22 day pass
- 3 hour loop route
- 10 AM to midnight
- 12 boats – Peak season
- 6 boats – Off season



The bottom section of the slide contains two photographs of yellow Fort Lauderdale Water Taxi boats. The left photo shows a boat named 'RIO VISTA FT. LAUDERDALE, FL' docked at a pier. The right photo shows a boat named 'Rio Vista' moving through the water.



### Existing/ Potential Public and Private Docks

The 10 existing public piers/docks in Newport Harbor can serve as the initial and primary docking infrastructure and drop-off/pickup/storage stops for potential waterbus systems. These public piers/docks provide general public water-land access around most of the Harbor perimeter among important public uses (parking, bay and ocean beaches and piers, etc.) and commercial centers and attractions throughout Newport Harbor and adjacent areas.

Use of these existing public docks, after appropriate renovation, signing and use ordinance updating (fishing area restrictions, allowing commercial use for public purposes, etc.) would enable an immediate startup of an initial/expandable waterbus system using selected public docks. It also represents a cost-effective expanded and diversified use (public water transportation) of an important existing City public infrastructure/transportation asset.

### Potential Routes/System Service Types

Typically, waterbus routes and system service types are based upon the numbers and types of docks/stops on the route, the areas served, the configuration of the waterbus water area, vessel fleet size, and the operating modes and flexibility desired by the system operator and the City.

Route and system types generally fall into three categories or a mix of two or three types:

- **“Loop” route system:** Connects several stops/docks around a large or complex water area or waterways system and generally has two or more vessels circulating in opposite directions around the loop simultaneously.
  - Examples of this type of system are Marina Del Rey and Ft. Lauderdale, with MDR running on a flexible “every few minutes” schedule and Ft. Lauderdale running on a published time schedule.
  - Generally these systems use multiple, mid-capacity 30-60+/- passenger vessels and have dock agents and communications which enable them to modify routes to skip empty stops, add vessels at peak periods, and retain some flexibility of service.
- **“Point-to-point” route system:** Connects two or three stops/docks on opposite sides or ends of a water area or connecting two water areas and may have a single vessel making round trips or multiple vessels making opposite-directions trips at the same, or staggered, times.
  - Examples of this type of system are the Balboa Ferry, with flexible “every few minutes” schedules and the Long Beach

Waterlink and the Santa Barbara Water Taxi, with published time schedules.

- Like the loop system, these p-t-p systems use mid- capacity 30-60-passenger vessels and have dock agents and communications which enable them to add vessels at peak periods, and retain some flexibility of service scheduling.
- **“On-call” system:** No fixed route system other than an effective service radius due to speed and type of vessel, type and size of water areas, and number and type of potential destinations.
  - Examples of this type of system are the Catalina Island shoreboats at Avalon and the Isthmus, Newport shoreboats, and the San Diego Water Taxi. This type of service is extensively used in water areas with extensive mooring and anchorage areas, residential piers, and could also be deployed as a “designated driver” in areas like Newport Harbor.
  - Generally these systems use multiple, lower capacity 8--20+ passenger vessels and have a communications dispatcher which enables them to schedule multiple pickups if required, modify routes while underway, add vessels at peak periods, and thus maintain complete flexibility of service.

A potential Newport Harbor waterbus system is likely to require a “hybrid” of all three route/system types to meet Harbor configuration, distance, location, and user group needs<sup>3</sup>.

### Potential Costs, Revenues, and Funding Options

The start-up costs of a waterbus system such as vessels, equipment, personnel, and initial operating overhead costs and capital can be significant relative to potential revenues and are generally funded either by the operator or a government agency, or a combination of both. In some jointly-funded waterbus system startups, cash, loan and credit investments may be made by both the private operator and the government agencies (city, county, regional transportation agency, state, etc.), along with other contributions or investments such as existing operator-owned waterbus vessels and personnel, use of public docking facilities, etc.

Many of the existing waterbus systems analyzed in this study received public-agency startup (and continuing operations) funding in the form of federal, state and local transportation agency grants and loans as the result of funding

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<sup>3</sup> Please note this conclusion is taken directly from the feasibility study and does not necessarily represent the most current thinking of the City. This will be determined by the system operator working in conjunction with the City to achieve the overall system objectives.

requests implemented as part of a implementation plan for supplemental public transportation or a similar public program. As a local-region example, the Marina Del Rey Waterbus system, several months prior to its Summer 2009 operating season, received a \$300,000 start-up subsidy from Los Angeles County to enable four vessels to be constructed and to support other startup costs.

In general, it appears that most successful waterbus systems of the potential size and complexity necessary and desirable for Newport Harbor have received some form of significant public agency and/or private startup subsidy in order to commence operations. Based upon the research performed in this analysis, which has included both existing waterbus systems and those proposed in various other feasibility studies, it appears that:

- The range of potential startup funding costs for the private operator of a multi-stop, multi-vessel, summer season Newport Harbor waterbus system could be significant, assuming a new pontoon vessel is ~\$150,000, and will depend on the system routes and services offered, number and type of vessels, etc.
- City startup costs to upgrade public docks, provide signage, and other “in-kind” startup elements could be significant, which would also represent an asset upgrade investment through improvements to public docks.

Potential operating costs for a waterbus system operator generally consist of:

- Debt service costs (if any) related to purchase of vessels; rehab of existing vessels;
- Docking, fuel/electricity and related costs to berth and power the vessel fleet;
- Maintenance and repair, depreciation costs of the vessel fleet;
- Employment costs (salaries, benefits, etc.) of vessel captains, crew, other staff;
- Overhead costs of operation (insurance, accounting, legal, security, advertising, etc.);
- Fees, lease payments/percentages, taxes paid to local, state and federal agencies

Potential operating revenue sources for the operator could include:

- Individual and group fares on regular routes and from “on-call” service, all based on market demand/pricing and ridership volumes, special fees (bicycles, etc.);

- Special event and charter revenues (to the extent they are part of markets/business);
- Possible sale of beverages/food on vessels, event catering services on vessels, etc.;
- Possible advertising on/within vessels , on website, by area businesses;
- Possible sale of logo/brand gear featuring the waterbus system.

Potential operating revenues to the City include:

- Fixed operating lease or agreement payment(s), (+penalty for non-performance);
- Variable operating revenue percentage payments based on performance;
- Fees for business operation and harbor use permits, other fees at startup/renewal.

## 2.2 Fact Finding Process (2014)

A series of four public meetings were conducted from March 25 to June 11, 2014 and attended by approximately 25 Newport Beach residents and harbor business representatives. Additional public comments were received at April, May, and June Harbor Commission meetings. The principal conclusions from this effort revealed that there is interest in a public water-borne transportation system in Newport Harbor. Approximate distances are shown in Figure 4 and a conceptual route is shown in Figure 5. Descriptions of each terminal site are located in the appendix.

### **Principal Conclusions**

- Seasonal demand will vary significantly
- Size of Newport Harbor and 5 mph speed limit makes an “on-demand” service model very challenging, and likely impractical in early phases
- Scheduled loop route operation (“waterbus”) is probably the most feasible operations model (See Figure 4 below, NBRA is Newport Beach Restaurant Association)
- “Flag Stops” along the loop route could enhance the service level
- Hybrid operating model with on-demand service might evolve beyond the pilot phase using smaller boats and real-time vessel location technology
- At least four boats are necessary to achieve adequate service levels on the proposed loop, 2 pairs travelling opposite directions

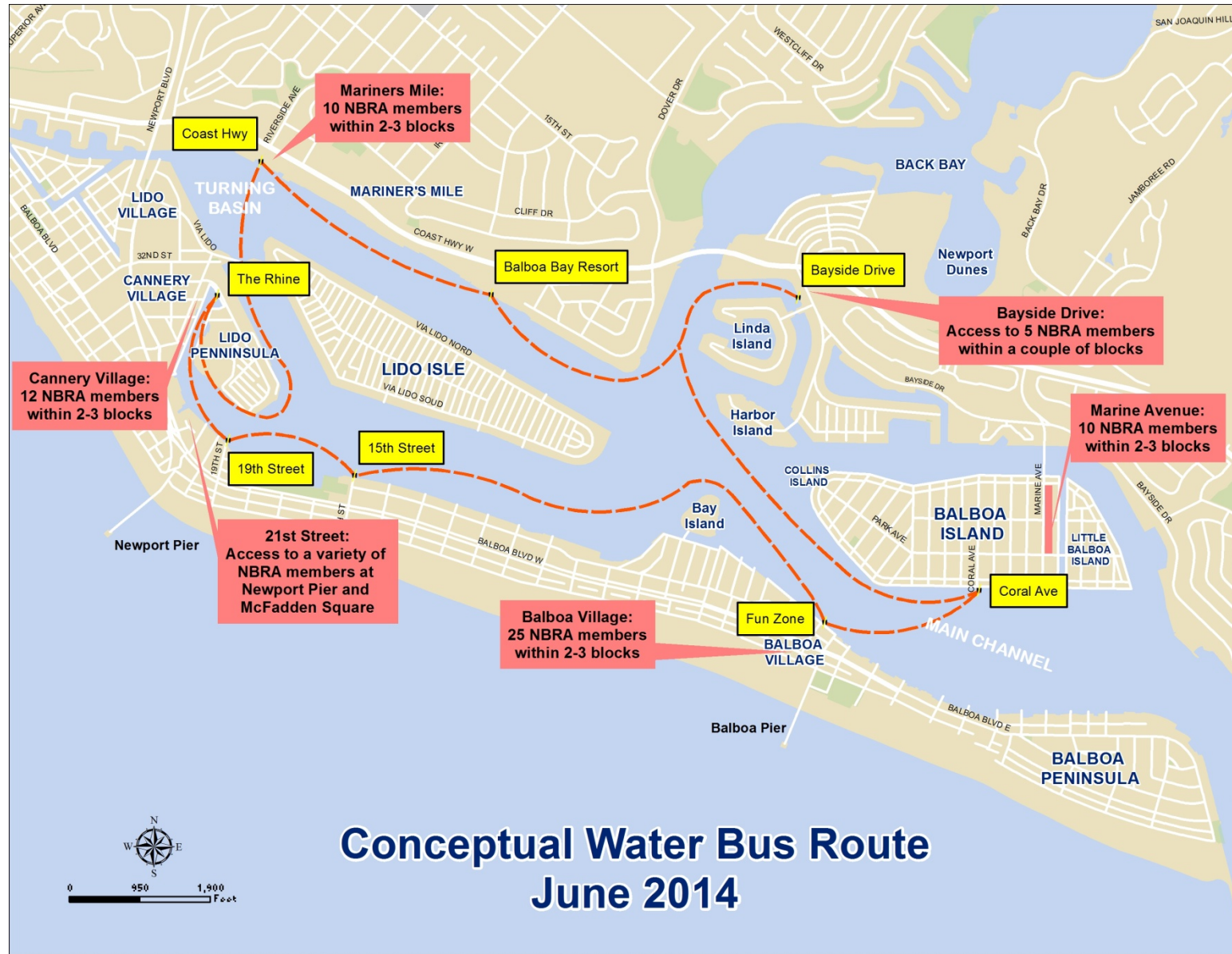


- ~90-minute loop time
- ~45-minute service interval at each stop
- Coast Guard and Americans with Disabilities Act (ADA) regulatory costs will be significant
  - Coast Guard: Certified passenger vessels and staffing (captain and deck hand)
  - ADA: At least some docks and all vessels must be in compliance
- Cost Estimation
  - Vessels: ~\$150,000 per vessel (Marina Del Rey-style boat)
  - Staffing: ~\$35/hr. Captain
  - ~\$20-25/hr. Deckhand (on dock or boat)
  - Docks: Significant capital cost for dock reconfiguration
  - Several docks must be ADA compliant
  - Other: Signage, marketing, etc.
- Unlikely to break even on fare revenue
- Other sources of revenue might include:
  - Advertising aboard the vessels
  - Contributions from harbor area businesses benefiting from the passenger traffic
  - City/County / State / Federal subsidies

**Figure 4 Table of Approximate Distances (Actual Locations May Vary)**

<b>From Terminal</b>	<b>To Terminal</b>	<b>Approx Distance (feet)</b>
Rhine Wharf Public Pier	Pacific Coast Highway	7,000
Pacific Coast Highway	Balboa Bay Resort	4,500
Balboa Bay Resort	Bayside Dr/ Balboa Marina	5,600
Bayside Dr/Balboa Marina	Coral Ave Public Dock	7,800
Coral Ave Public Dock	Washington St/Fun Zone	2,100
Washington St/Fun Zone	15 <sup>th</sup> St. Public Dock	7,300
15 <sup>th</sup> St. Public Dock	19 <sup>th</sup> St Public Dock	1,800
19 <sup>th</sup> St Public Dock	Rhine Wharf Public Pier	2,300

Figure 5 Conceptual Water Bus Route (June 2014)



### **III. INFORMATION REQUESTED**

#### **3.1 ELABORATION ON SCOPE OF WORK**

As described in Section 1, the purpose of this RFI is to access private sector expertise in establishing waterbus operations to inform the decision-making process for the City of Newport Beach with the goal of soliciting proposals for waterbus service contractors in a future RFP solicitation. Please use the system described in Section 2.2 as the basis for your responses to Scenarios 1 and 2 as described below.

Relying on your expertise in providing water taxi or waterbus type services, is there anything else the City should add to this narrative that will result in a more comprehensive scope? Some aspects to consider:

- What types of supportive activities are necessary from the City for a waterbus service to be successful?
- How should a waterbus service in the City of Newport Beach optimally operate?
- What service characteristics should be offered to make a waterbus service successful?

Please respond to at least two of the scenarios below as well as providing marketing materials as part of the RFI response.

##### **3.1.1 Scenario 1**

In Scenario 1, assume that the City of Newport Beach will offer up facilities such as City-owned piers and dock space for vessels. However, assume that no additional subsidy will be offered to the operator. Given this information, please provide proposed estimates for the following, as well as any other pertinent information, such as the feasibility of a completely unsubsidized start-up and operation:

- Fares
- Service levels (frequency and span of service)
- Length of operating season
- Vessel type – The City is also interested in provider commentary on a vessel with bow and side loading capability.

### 3.1.2 Scenario 2

In Scenario 2, assume that the City of Newport Beach will offer up facilities such as City-owned piers, dock space for vessels, as well as an operating subsidy. Given this information, please provide proposed estimates for the following:

- Fares
- Service levels (frequency and span of service)
- Length of operating season
- Vessel type – The City is also interested in provider commentary on a vessel with bow and side loading capability.
- Seasonal total operating cost at proposed fare level. Note that a reasonable range of costs is acceptable, this is not a cost proposal or bid.
- Expected subsidy contribution from the City of Newport Beach. Note that a reasonable range of costs is acceptable, this is not a cost proposal or bid.

### 3.1.3 Scenario 3 (Optional)

In Scenario 3, which is optional, please develop an additional scenario of your choosing to provide what you believe, based on your expertise, may provide an optimal waterbus service in the City of Newport Beach in terms of a reasonable service and minimal public investment. Please note that RFI responses may be submitted without including information for this scenario.

### 3.1.4 Marketing Brochure

In addition to responses to the above scenarios, please provide an existing marketing brochure with additional information about your firm or company.



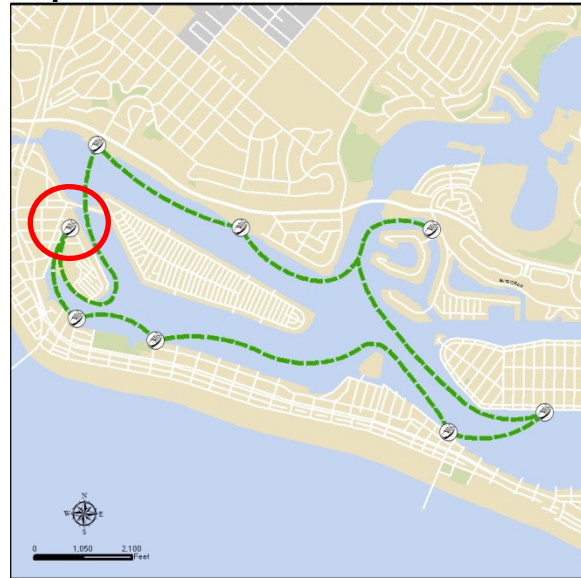
#### **IV. Appendix: Profiles of Planned Stops**

# RHINE WHARF PUBLIC PIER

**Aerial Photo**



**Map**



## Characteristics

Location	North end of Rhine Channel. Land access from Lido Park Dr.
Ownership	Publicly owned by City of Newport Beach
Parking	Paid on-street parking
ADA Accessible?	Yes
Passenger Facilities	Seating areas
Security Restrictions	None
Expected Passenger Movements	There will likely be strong demand to this stop from other nearby stops due to its proximity to Cannery Village restaurants.

## Nearby Destinations

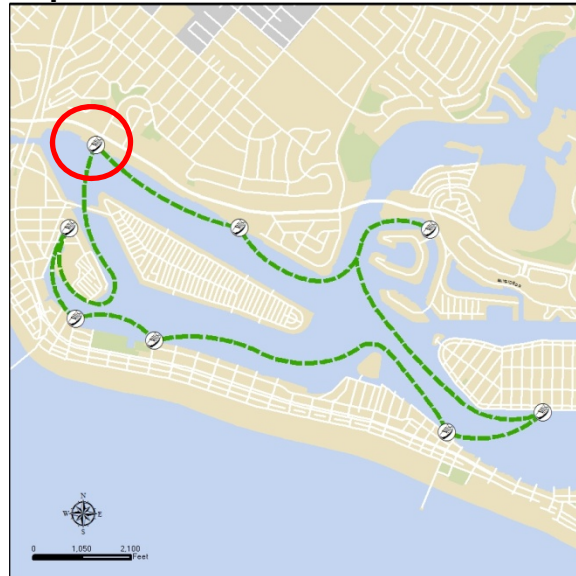
Housing, Hotels, Resorts	Medium to high density housing
Restaurants	Cannery Village area has 12 restaurants within 2-3 blocks
Shopping	N/A

# COAST HIGHWAY

## Aerial Photo

Exact location to be determined.

## Map



## Characteristics

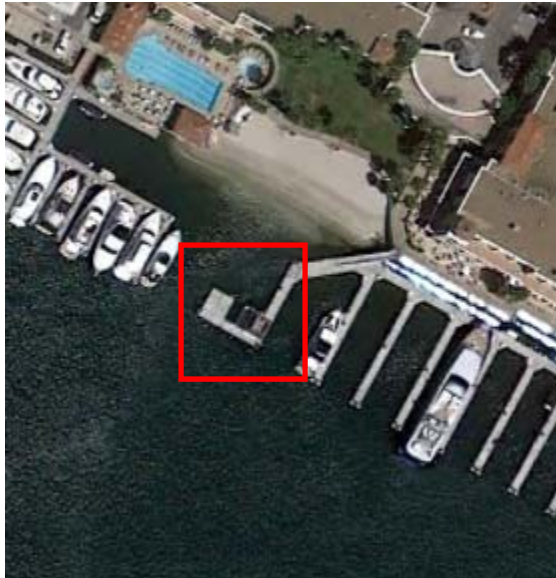
Location	The exact location has not been determined. The City will seek the use of one of the major restaurant locations between the Balboa Bay Resort and the Newport Blvd Bridge.
Ownership	Private marinas
Parking	Typically onsite parking available or street parking (metered)
ADA Accessible?	Varies depending on marina
Passenger Facilities	Nearby restaurants/bars
Security Restrictions	Varies depending on marina. Assumed to be open for waterbus service.
Expected Passenger Movements	Likely strong demand because of dining options along Coast Highway

## Nearby Destinations

Housing, Hotels, Resorts	Holiday Inn Express
Restaurants	Mariner's Mile area has 10 restaurants within 2 – 3 blocks
Shopping	Car dealers, yacht dealers, and specialty shops along Mariner's Mile

# BALBOA BAY RESORT

**Aerial Photo**



**Map**



## Characteristics

Location	1221 West Coast Hwy
Ownership	Private
Parking	Paid public parking at Balboa Bay Resort
ADA Accessible?	Yes
Passenger Facilities	Restrooms and seating at Balboa Bay Resort
Security Restrictions	Secured area but assumed to be open for waterbus
Expected Passenger Movements	Guests and visitors at Balboa Bay Resort

## Nearby Destinations

Housing, Hotels, Resorts	Balboa Bay Resort, medium to high density housing
Restaurants	Several restaurants at Balboa Bay Resort and others nearby
Shopping	Boutique shops in Balboa Bay Resort

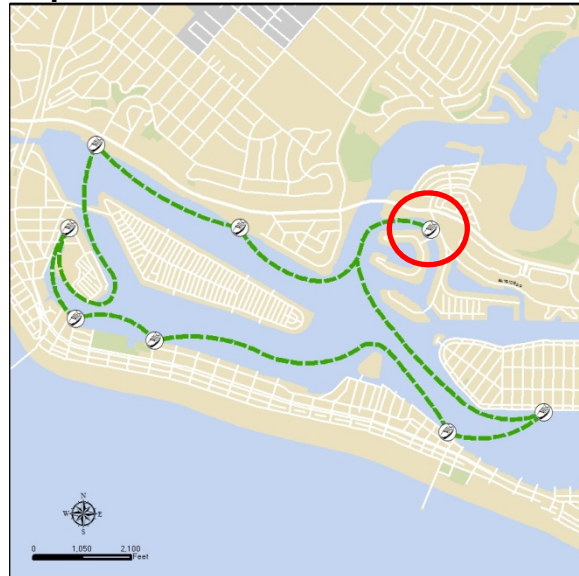


## BAYSIDE DRIVE (BALBOA MARINA)

**Aerial Photo**



**Map**



### Characteristics

Location	201 East Coast Hwy. There are 3-4 publicly available slips shown in the red box above. The City of Newport Beach has plans to build a new public dock near this location in approximately 2 years.
Ownership	Private marina owned by the Irvine Company
Parking	Free parking lot
ADA Accessible?	Yes
Passenger Facilities	Restrooms and seating areas
Security Restrictions	Secure during day through mid evening hours
Expected Passenger Movements	Likely strong demand due to popularity of two restaurants/bars on property

### Nearby Destinations

Housing, Hotels, Resorts	Medium density housing
Restaurants	5 restaurants within 2 blocks
Shopping	Nearby higher-end shopping

# CORAL AVE PUBLIC DOCK

**Aerial Photo**



**Map**



## Characteristics

Location	Intersection of Coral Ave & S Bay Front on Balboa Island
Ownership	City of Newport Beach
Parking	Free street parking
ADA Accessible?	No
Passenger Facilities	Seating areas
Security Restrictions	None
Expected Passenger Movements	Likely strong demand due to popularity of Balboa Island Boardwalk area and free parking

## Nearby Destinations

Housing, Hotels, Resorts	Medium density housing
Restaurants	Nearby Marine Avenue has 10 restaurants within 2-3 blocks
Shopping	Specialty shops on Marine Avenue

# FUN ZONE

**Aerial Photo**



**Map**



## Characteristics

Location	Washington Street
Ownership	City of Newport Beach
Parking	Paid off-street and on-street parking
ADA Accessible?	Yes
Passenger Facilities	Seating areas and restrooms
Security Restrictions	No
Expected Passenger Movements	Strong demand due to popularity of Fun Zone area attractions, restaurants/bars and tourism

## Nearby Destinations

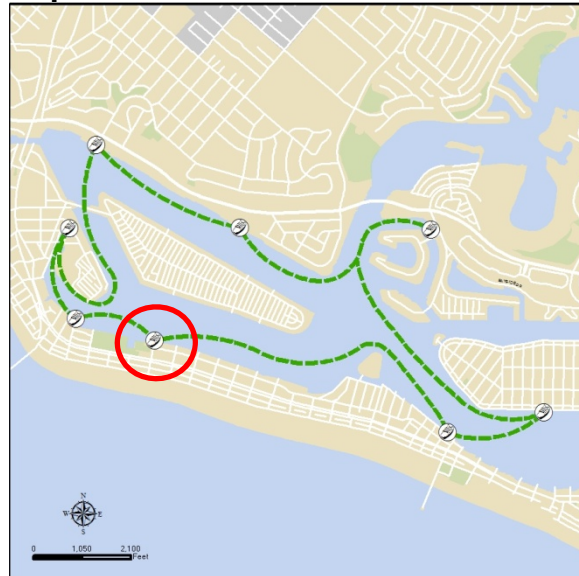
Housing, Hotels, Resorts	Balboa Inn, medium density housing
Restaurants	Balboa Village has 25 restaurants within 2-3 blocks
Shopping	Fun Zone, numerous shops in Balboa Village

# 15TH STREET PUBLIC DOCK

**Aerial Photo**



**Map**



## Characteristics

Location	15 <sup>th</sup> Street & W Bay Avenue
Ownership	City of Newport Beach
Parking	Paid and unpaid parking
ADA Accessible?	Yes
Passenger Facilities	Seating areas and restrooms
Security Restrictions	None
Expected Passenger Movements	Low demand, but a central point to housing on peninsula and a convenient location

## Nearby Destinations

Housing, Hotels, Resorts	Medium density housing
Restaurants	None
Shopping	Small beach-style shopping



# 19TH STREET PUBLIC DOCK

**Aerial Photo**



**Map**



## Characteristics

Location	19 <sup>th</sup> Street & W Bay Avenue
Ownership	City of Newport Beach
Parking	Paid on-street parking
ADA Accessible?	No
Passenger Facilities	Seating areas and restrooms
Security Restrictions	None
Expected Passenger Movements	Medium demand due to proximity to Newport Pier area and tourist activities

## Nearby Destinations

Housing, Hotels, Resorts	Several hotels within five blocks, medium density housing
Restaurants	There are numerous restaurants nearby at Newport Pier and McFadden Square
Shopping	Shops at Newport Pier and McFadden Square